What is claimed is:

[c1]   1.   A computer-implemented method for a product shopping server system to automatically select product reviews to present to product shoppers, the selection of product reviews based at least in part on reputations of evaluators of the product reviews, the method comprising:

repeatedly analyzing usefulness of product reviews to shoppers by,

receiving a textual review of a product available from the product shopping server that is authored by a user acting as a product reviewer;

receiving evaluations of the product review from each of multiple other users acting as review evaluators, each evaluation including a numerical rating of the product review for each of multiple predefined rating dimensions, each rating dimension related to an aspect of the product review such that a numerical rating for the rating dimension indicates an assessment by the review evaluator of a degree to which that aspect of the product review is satisfied;

automatically determining when an evaluator reputation calculation threshold is reached for the product review, the determining based at least in part on a quantity of the received evaluations for the product review;

after the evaluator reputation calculation threshold is reached for the product review, automatically calculating an updated evaluator reputation weight for each of the review evaluators based on the received evaluations for the product review, the evaluator reputation weight of a review evaluator reflecting an ability of that review evaluator to generate accurate evaluations and based at least in part on a comparison of evaluations previously received from that review evaluator to evaluations previously received from other review evaluators; and

automatically generating a weighted average rating of the product review for each of the multiple rating dimensions by averaging the ratings received for a rating dimension in such a manner that a rating from a review evaluator is weighted using the evaluator reputation weight for that review evaluator; and

when a shopper requests information regarding a product, selecting one or more of the product reviews received for the product to present to the shopper based on the automatically generated ratings for the selected product reviews, the selecting such that the selected product reviews have ratings that indicate a high degree of satisfaction for each of multiple of the aspects of those product reviews, so that shoppers receive product reviews that are useful based on automatically generated ratings that reflect reputations of evaluators of the product review.

[c2]   2.   The method of claim 1 wherein the determining that the evaluator reputation calculation threshold is reached for a product review further includes determining that a consensus was reached by the review evaluators for that product review as to the degrees of satisfaction of the aspects of that product review for the predefined rating dimensions.

[c3]   3.   The method of claim 1 wherein the generated weighted average rating for at least one of the rating dimensions of each of the product reviews is further weighted based on sales weights assigned to each of at least some of the review evaluators, the sales weight for a review evaluator reflecting an amount of prior sales to that review evaluator.

[c4]   4.   The method of claim 1 wherein the generated weighted average rating for at least one of the rating dimensions of each of the product reviews is further weighted based on an author reputation weight assigned to the product reviewer that authored the product review, the author reputation weight of a product reviewer reflecting an ability of that product reviewer to generate accurate product reviews.

[c5]   5.   The method of claim 4 wherein the ability of a product reviewer to generate accurate product reviews that is reflected in the author reputation weight of the product reviewer is based on a degree of consistency between weighted average ratings generated for product reviews previously authored by the product

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reviewer for multiple distinct products, and wherein the ability of a review evaluator to generate accurate evaluations that is reflected in the evaluator reputation weight of the review evaluator is based on a degree of agreement between evaluations for multiple distinct product reviews that were previously received from the review evaluator and consensus evaluations for those product reviews from multiple other review evaluators.

[c6]   6.   The method of claim 4 including, for each product review authored by a product reviewer, after an author reputation calculation threshold is reached for the product review based on the evaluations received for the product review, automatically calculating an updated author reputation weight for the product reviewer based on the received evaluations for the product review.

[c7]   7.   The method of claim 4 including, after a shopper purchases a product, querying the shopper to obtain feedback regarding actual usefulness to the shopper of the product reviews selected for presentation to the shopper, and updating based on the shopper feedback the author reputation weight for the product reviewers that authored those product reviews and/or the evaluator reputation weights for the review evaluators that provided evaluations for those product reviews.

[c8]   8.   The method of claim 1 including ranking each product reviewer relative to other product reviewers based at least in part on automatically calculated author reputation scores for those product reviewers, ranking each review evaluator relative to other review evaluators based at least in part on automatically calculated evaluator reputation scores of those review evaluators, and providing visible feedback to users of the product shopping server of the product reviewers and the review evaluators that have high rankings.

[c9]   9.   The method of claim 1 including, for each product review authored by a product reviewer, delaying the automatic generating of the weighted average

ratings for the product review until after a content rating calculation threshold is reached for the product review based on the evaluations received for the product review.

[c10]   10.   The method of claim 1 wherein at least some of the product reviews authored by product reviewers are blurbs obtained from blogs authored by those product reviewers.

[c11]   11.   A method in a computing device for selecting information to provide to users based on reputations of evaluators of the information, the method comprising:

receiving from a reviewer user a review related to an available item;

receiving evaluations of the review from each of multiple evaluator users, each received evaluation including a quantitative assessment of contents of the review for each of one or more of multiple content rating dimensions available for use in assessing the review, each of the evaluator users having an existing reputation weight based at least in part on previous evaluations;

automatically generating at least one aggregate assessment of the content of the review based at least in part on combining quantitative assessments from the received evaluations for the review, at least one of the generated aggregate assessments being further based on the reputation weights of the evaluator users in such a manner that a first quantitative assessment from a first evaluator user with a first reputation weight has a different impact on that generated aggregate assessment than that first quantitative assessment from a distinct second evaluator user with a distinct second reputation weight;

automatically updating the reputation weights for each of one or more of the evaluator users based on a relationship of the quantitative assessments from the evaluation of that evaluator user to the quantitative assessments from the evaluations of other of the evaluator users; and

determining whether to provide the review to another user based at least in part on one or more of the automatically generated aggregate assessments for the content of the review.

[c12]   12.   The method of claim 11 including, before the automatic updating of the reputation weights of the one or more evaluator users, determining whether the received evaluations satisfy an evaluator reputation calculation threshold, and wherein the automatic updating of the reputation weights of the one or more evaluator users is performed only when it is determined that the received evaluations satisfy the evaluator reputation calculation threshold.

[c13]   13.   The method of claim 12 wherein the evaluator reputation calculation threshold is based at least in part on a minimum degree of consensus existing among the received evaluations, and wherein the determining includes automatically calculating the existing degree of consensus among the received evaluations.

[c14]   14.   The method of claim 11 wherein the relationship of the quantitative assessments from the evaluation of an evaluator user to the quantitative assessments from the evaluations of other of the evaluator users that is used when automatically updating the reputation weight for that evaluator user is based on a degree of agreement between the quantitative assessments from the evaluation of the evaluator user and quantitative assessments from a consensus evaluation for the received evaluations.

[c15]   15.   The method of claim 11 wherein the reputation weights of the evaluator users that are used in the automatic generating of the aggregate assessments of the content of the review were automatically generated based on the previous evaluations by those evaluator users.

[c16]   16.   The method of claim 11 including, after the receiving of the evaluations from the evaluator users, for each of at least some of the evaluations receiving one or more ratings of the evaluation from users other than the evaluator user that provided the evaluation, and automatically modifying the reputation weights for evaluator users whose evaluations received ratings based at least in part on those ratings.

[c17]   17.   The method of claim 11 including, after the automatic updating of the reputation weights of the one or more evaluator users, receiving an indication that the content is no longer in use for determining reputation weights of the evaluator users, and automatically updating the reputation weights for each of those evaluator users to remove influence based on the relationship of the quantitative assessments from the evaluation of that evaluator user to the quantitative assessments from the evaluations of other of the evaluator users.

[c18]   18.   The method of claim 11 wherein the automatic generating of the aggregate assessments of the content of the review is further based in part on an existing reputation weight of the reviewer user from which the review was received.

[c19]   19.   The method of claim 18 wherein the reputation weight of the reviewer user is based on a degree of consistency between one or more of the automatically generated aggregate assessments of the content of the review and automatically generated aggregate assessments of the content of previous reviews received from the reviewer user.

[c20]   20.   The method of claim 11 including automatically updating a reputation weight of the reviewer user from which the review was received based at least in part on one or more of the automatically generated aggregate assessments of the content of the review.

[c21]   21.   The method of claim 20 including, before the automatic updating of the reputation weight of the reviewer user, determining whether the received evaluations satisfy an author reputation calculation threshold, and wherein the automatic updating of the reputation weight of the reviewer user is performed only when it is determined that the received evaluations satisfy the author reputation calculation threshold.

[c22]   22.   The method of claim 11 including, before the automatic generating of the aggregate assessments of the content of the review, determining whether the received evaluations satisfy a content rating threshold, and wherein the automatic generating of the aggregate assessments of the content of the review is performed only when it is determined that the received evaluations satisfy the content rating threshold.

[c23]   23.   The method of claim 21 wherein the content rating threshold is based at least in part on a weighted number of the evaluations received for the review from the evaluator users that is based on the reputation weights of the evaluator users in such a manner that an evaluation from a first evaluator user with a first reputation weight has a different impact on that weighted number of evaluations than an evaluation from a distinct second evaluator user with a distinct second reputation weight.

[c24]   24.   The method of claim 11 wherein each of the received evaluations include quantitative assessments of the contents of the review for each of the multiple available content rating dimensions.

[c25]   25.   The method of claim 24 including, before the receiving of the evaluations of the review, determining the multiple available content rating dimensions.

[c26]   26.   The method of claim 11 including, before the receiving of the evaluations of the review, soliciting the evaluator users to provide evaluations of the review, the solicitations including indications of the multiple available content rating dimensions.

[c27]   27.   The method of claim 11 wherein the automatic generating of the aggregate assessments of the content of the review includes generating an aggregate assessment for each of the multiple available content rating dimensions.

[c28]   28.   The method of claim 27 including automatically generating an overall aggregate assessment of the review based at least in part on the automatically generated aggregate assessments of the content of the review.

[c29]   29.   The method of claim 11 wherein the automatically generated aggregate assessments of the content of the review are each further based on a sales weighting for each of one or more of the evaluator users, the sales weighting of an evaluator user reflecting an amount of prior sales to that evaluator user.

[c30]   30.   The method of claim 11 including, after the automatic updating of the reputation weights for the evaluator users, ranking each evaluator user relative to other evaluator users based at least in part on automatically generated evaluator reputation scores of those evaluator users.

[c31]   31.   The method of claim 30 wherein the reputation weight for each of the evaluator users is based on a combination of quantity and quality of evaluations provided by that evaluator user, and including automatically generating a distinct evaluator reputation rating score for each of the evaluator users based solely on the quality of the evaluations provided by that evaluator user, and wherein the evaluator reputation scores used for the ranking are the evaluator reputation rating scores.

[c32]   32.   The method of claim 30 including providing visible feedback to users of the rankings of at least some of the evaluator users.

[c33]   33.   The method of claim 11 wherein at least some of the evaluator users each have multiple existing reputation weights that correspond to previous evaluations by those evaluator users of content of different categories, and including, before the automatic updating of the reputation weights for the evaluator users, determining a category of the review, and wherein the automatic updating of the reputation weights of evaluator users that have multiple existing reputation weights is performed for an existing reputation weight of that evaluator user for the determined category.

[c34]   34.   The method of claim 11 wherein at least some of the evaluator users each have multiple existing reputation weights that correspond to different types of activities previously performed by those evaluator users, and wherein the automatic updating of the reputation weights of evaluator users that have multiple existing reputation weights is performed for an existing reputation weight of that evaluator user corresponding to prior review evaluation activities of that evaluator user.

[c35]   35.   The method of claim 11 including, after the automatic updating of the reputation weights for the evaluator users, providing indications of the reputation weights for one or more of those evaluator users to one or more third-party computing devices so that they can interact with those evaluator users based on those reputation weights.

[c36]   36.   The method of claim 11 wherein the method is performed by the computing device on behalf of another computing system with whom the evaluator users are interacting, the method performed as a service to the another computing system.

[c37]   37.   The method of claim 11 including receiving from one or more third-party computing devices information related to the reputations of one or more of the evaluator users, the received information based on interactions of those evaluator users with those third-party computing devices, and automatically updating the reputation weights for each of those evaluator users based on the received information.

[c38]   38.   The method of claim 11 wherein the review is information obtained from a blog authored by the reviewer user.

[c39]   39.   A computer-readable medium whose contents cause a computing device to determine information to provide to users based on reputations of evaluators of the information, by performing a method comprising:

        receiving information from a first user;

        receiving quantitative assessments from each of multiple evaluators for each of one or more specified qualities of the received information;

        automatically generating at least one aggregate assessment of the received information based at least in part on the received quantitative assessments and on reputation weights assigned to the evaluators that provided those assessments; and

        determining to provide the received information to a second user based at least in part on the automatically generated aggregate assessments for the received information.

[c40]   40.   The computer-readable medium of claim 39 wherein the method further includes updating the reputation weights for the evaluators that provided the assessments of the received information based on a relationship of the assessments of those evaluator users to a consensus of the assessments.

[c41]   41.   The computer-readable medium of claim 39 wherein the computer-readable medium is a memory of a computing device.

[c42]   42.   The computer-readable medium of claim 39 wherein the computer-readable medium is a data transmission medium transmitting a generated data signal containing the contents.

[c43]   43.   The computer-readable medium of claim 39 wherein the contents are instructions that when executed cause the computing device to perform the method.

[c44]   44.   A computing device for assessing information based on reputations of evaluators of the information, comprising:

a content rater component able to, for each of multiple pieces of content, generate an aggregate assessment of the piece of content based on assessments of the piece of content received from multiple evaluators that are combined in a weighted manner based on previously generated reputation weights of the evaluators, the assessments each for one or more of multiple rating dimensions;

an evaluator reputation assessor component able to, for each of at least some of the multiple pieces of content, update the reputation weights for each of the evaluators of the piece of content based on a comparison of the assessment from that evaluator of the piece of content to the assessments from the other evaluators of the piece of content; and

a content manager system able to, for each of the multiple pieces of content, determine how to manage the piece of content based at least in part on the generated aggregate assessment of the piece of content.

[c45]   45.   The computing device of claim 44 wherein the content rater component and the evaluator reputation assessor component are executing in memory of the computing device.

[c46]   46.   The computing device of claim 44 wherein the content rater component consists of means for generating an aggregate assessment of a piece of content based on reputation weights of evaluators that assess the piece of

content, wherein the evaluator reputation assessor component consists of means for generating a reputation weight of an evaluator based on assessments received from the evaluator and on assessments received from other evaluators, and wherein the content manager system consists of means for determining how to manage a piece of content based on the generated aggregate assessment of the piece of content.

[c47]   47.   A computer-implemented method for assessing information based on reputations of evaluators of the information, the method comprising:

receiving evaluations of content from each of multiple evaluators, each received evaluation including a quantitative assessment of the content for each of one or more of multiple content rating dimensions;

determining a consensus evaluation of the content based on the received evaluations;

calculating one or more reputation scores for each of the evaluators based at least in part on a degree of match between the received evaluation from the evaluator and the determined consensus evaluation; and

for each of the evaluators, using at least one of the calculated reputations scores for the evaluator to weight other assessments of other content received from the evaluator, so that content with weighted assessments can be managed in a manner based on those weighted assessments.

[c48]   48.   The method of claim 47 further including calculating a weighted assessment of the content based on weighting the quantitative assessments of the received evaluations using calculated reputation scores of the evaluators that provided the received evaluations and based on a reputation rating of a generator of the content that is weighted using a calculated reputation score of the generator, and managing the content based on the calculated weighted assessment of the content.